WHAT IS CLAIMED IS:

1. A liquid crystal display, device, comprising:

a scanning line which becomes an on-voltage at every predetermined interval;

a liquid crystal capacitor having a liquid crystal sandwiched between a counter electrode and a pixel electrode;

a data line which becomes a voltage corresponding to a density on the basis of the voltage of said counter electrode and to a writing polarity of said liquid crystal capacitor when said scanning line is the on-voltage;

a first switching element inserted between said data line and said pixel electrode, said first switching element being turned on when the on-voltage is applied to said scanning line, and being turned off when an off-voltage is applied; and

a storage capacitor having one terminal connected to said pixel electrode, such that, when the voltage of said data line corresponds to a positive-polarity writing during the period when the other terminal is the on-voltage, the voltage of the other terminal is shifted to high after said scanning line turns off, and when the voltage of said data line corresponds to a negative-polarity writing during the period when the other terminal is the on-voltage, the voltage of the other terminal is shifted to low after said scanning line turns off.

2. The liquid crystal display device according to Claim 1, the ratio of the capacitance of said storage capacitor to said liquid crystal capacitor being at least 4.

3. The liquid crystal display device according to Claim 1, the other terminal of said storage capacitor being connected to each row in common via a capacitor line.

4. The liquid crystal display device according to Claim 3, the capacitor line being divided, and the voltage shift directions of the divided capacitor lines being contrary to each other.

5. The liquid crystal display device according to Claim 1, further comprising:

a low-level capacitor line which is maintained at a predetermined first voltage;

a high-level capacitor line which is maintained at a second voltage that is higher than said first voltage; and

a selector which selects either one of said low-level capacitor line and said high-level capacitor line depending on the voltage of a selection signal line, and applies the voltage to the other terminal of said storage capacitor.

6. The liquid crystal display device according to Claim 5, said selector including:

a second switching element inserted between one of said low-level capacitor line and said high-level capacitor line, and the other terminal of said storage capacitor, and

the second switching element turns on when the voltage of said selection signal line is one of the high-level voltage and low-level voltage; and

a third switching element inserted between the other one of said low-level capacitor line and said high-level capacitor line, and the other terminal of said storage capacitor, and the third switching element turns on when the voltage of said selection signal line is the other one of the high-level voltage and low-level voltage.

7. The liquid crystal display device according to Claim 5, said selector having an opposite selection characteristic to the selection characteristic of an adjacent selector in the extending direction of said scanning line.

8. The liquid crystal display device according to Claim 5, said selector having an opposite selection characteristic to the selection characteristic of an adjacent selector in the extending direction of said scanning line, and also having an opposite selection characteristic to the selection characteristic of an adjacent selector in the extending direction of said data line.

9. An electronic device, comprising:

the liquid crystal display device according to claim 1.

10. A driving circuit for a liquid crystal display device, the liquid crystal display device including: a liquid crystal capacitor arranged at the intersection of a scanning line and a data line, and having a liquid crystal sandwiched between a counter electrode and pixel electrode; a first switching element inserted between said data line and said pixel electrode, said first switching element being turned on when the on-voltage is applied to said scanning line, and being turned off when an off-voltage is applied; and a capacitor of which one terminal is connected to said pixel electrode, the driving circuit comprising:

a scanning line driving circuit which turns said scanning line an on-voltage at every predetermined interval;

a data line driving circuit which turns the voltage of said data line to a voltage corresponding to a density on the basis of the voltage of said counter electrode and to a writing polarity of said liquid crystal capacitor when said scanning line is on-voltage; and

a storage capacitor driving circuit, such that, when the voltage of said data line corresponds to a positive-polarity writing during the period when said scanning line is the on-voltage, the voltage of the other terminal of said storage capacitor is shifted to high after said scanning line turns off, and when the voltage of said data line corresponds to a negative-polarity writing during the period when said scanning line is on-voltage, the voltage

of the other terminal of said storage capacitor is shifted to low after said scanning line turns off.

11. A driving method for a liquid crystal display device, the liquid crystal display device including: a liquid crystal capacitor arranged at the intersection of a scanning line and a data line, and having a liquid crystal sandwiched between a counter electrode and pixel electrode; a first switching element inserted between said data line and said pixel electrode, said first switching element being turned on when the on-voltage is applied to said scanning line, and being turned off when an off-voltage is applied; and a capacitor of which one terminal is connected to said pixel electrode, the driving method comprising:

turning a scanning line an on-voltage at every predetermined interval;

turning a voltage of said data line to a voltage difference corresponding to a density on the basis of the voltage of said counter electrode and to a writing polarity of said liquid crystal capacitor when said scanning line is the on-voltage;

shifting the voltage of the other terminal of said storage capacitor to high after said scanning line turns off when said data line corresponds to a positive-polarity writing during the period when said scanning line is the on-voltage, and

shifting the voltage of the other terminal of said storage capacitor to low after said scanning line turns off when said data line corresponds to a negative-polarity writing during the period when said scanning line is the on-voltage.